



NE Regional News

Fall 2012 Issue

Three-City HIV Testing Tour

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Top: ADH HIV/STD Section Testers
Bottom: Bill Farris NE Regional, Director, Jim Reynolds, PHI Supervisor, and Ladies of Alpha Kappa Alpha Sorority



Crittenden County– The HIV/STD Section partnered with Black AIDS for the third year and brought free HIV testing to three cities in Arkansas. The goal of this tour is to drastically reduce the spread of HIV across the State of Arkansas and educate communities about preventive measures. Testing locations were determined based on the population of African Americans in each city and prevalence rates for HIV. The target population for the tour was African Americans. West Memphis was chosen as the second stop on the tour due to the area's high prevalence for HIV as well as a high African American population. Attendees received free HIV testing, educational materials, giveaway items, and information about services available from local agencies. During the three day tour over 454 individuals were tested, 109 of those individuals were tested at West Memphis.

National Night out



STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
1-800-QUIT-NOW

1-800-784-8669

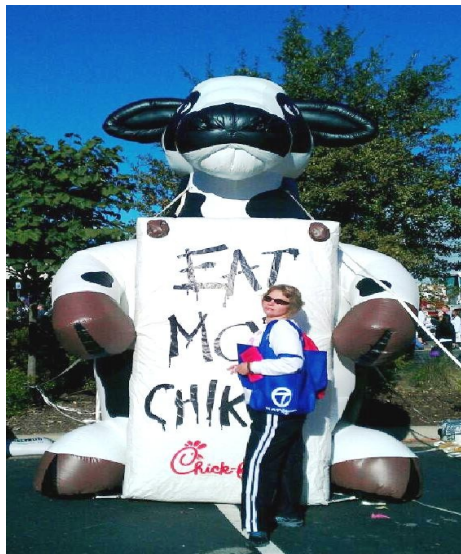
Craighead County– Jonesboro Police Department encouraged residents to help fight crime by getting out and meeting their neighbors during the four block parties held on the 2012 National Night Out, hosted by the National Association of Town Watch. The annual activity is designed to increase crime awareness and gather support within individual neighborhoods throughout the city. The North Jonesboro Neighborhood Initiative held a community fair to provide residents access to local services. Participation from local agencies included: NEA Baptist, Mid-South Health Systems, DHS, Jonesboro Police Department, ASU, St. Bernards Women's Health, ADH and many more.



Top Left: Jonesboro Police Officers grill hot dogs and hamburgers. **Top Right:** Braces by Burris serve sugar free snow cones. **Below:** Mayor Harold Perrin, Dr. Coleman and NJNI welcome attendees.



Breast Cancer Awareness Month



Teresa Guiltner, RN Independence County, participated in the 2012 Komen Arkansas Race for the Cure in downtown Little Rock.



Breast cancer is the #1 cancer diagnosis in women and the leading cause of cancer deaths, with the exception of lung cancer. Although it is less common, men can also get breast cancer. American Cancer Society's estimated 230,480 new female breast cancer cases would be diagnosed in the 2011 with African American women having a 45% higher death rate than Caucasian women. Having a regular mammogram can lower the risk of dying from breast cancer, women 40 and older should have a screening mammogram annually.

"The Susan G. Komen Race for the Cure® Series, the largest series of 5K runs/fitness walks in the world, raises significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship and honors those who have lost their battle with the disease."

"75 percent of the funds raised at the race remain here in Arkansas to provide breast health research, diagnostics, screening, treatment, services and education for uninsured or underinsured women. The remaining 25 percent goes to fund national research to discover the causes of breast cancer and ultimately, its cures."

Information in quotes can be found:

<http://www.komenarkansas.org/komen-race-for-the-cure/>

Reducing Secondhand Smoke Exposure in Mississippi County



Elroy Brown speaks at Arkansas Northeastern College-Blytheville

Mississippi County-The Surgeon General has concluded that there is no risk free level of exposure to secondhand smoke. Breathing even a little secondhand smoke can be harmful. Secondhand smoke can cause lung cancer in adults who themselves have never smoked. Even brief secondhand smoke exposure can damage cells in ways that set the cancer process in motion. Some damage is not reversible. In 1986, the Surgeon General showed a causal link between secondhand smoke and lung cancer. Secondhand smoke contains more than 250 chemicals known to be toxic or carcinogenic (cancer-causing), including formaldehyde, benzene, vinyl chloride, arsenic, ammonia, and cyanide. According to the American Cancer Society, food service workers have a 50 percent greater risk than general public of dying from lung cancer. Elroy Brown of the coalition says, "We want to keep the public aware of the dangers of secondhand smoke." Brown said, "Some of the same chemicals in bug spray are the same chemicals in secondhand smoke."

Mississippi County-Approximately 540 adults in Arkansas die every year from exposure to secondhand smoke.* Secondhand smoke causes heart disease, lung cancer and other lung diseases. In Arkansas 177,000 kids are exposed to secondhand smoke at home.** Secondhand smoke can cause coughing, wheezing, shortness of breath, red or teary eyes, runny nose, sneezing or sore throat. Elroy Brown of the coalition takes advantage of a kickball game to speak to youth about secondhand smoke dangers. Cessation Program



World Breastfeeding Week

Below: Breastfeeding Mom Michelle Sanders and her Mom Joye Sanders Lawrence Co. Celebration



Above: Mississippi Co. Celebration

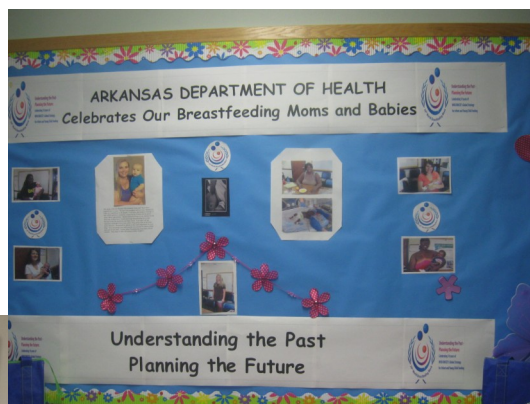


Below: Craighead Co. Celebration

WIC Breastfeeding Peer Counselors Terrie Bell and Leisa Kennedy in addition to Family and Consumer Science Specialist Trisha Echols hosted celebrations in Craighead, Greene, Lawrence and Mississippi counties for mothers in honor of the 20th Annual World Breastfeeding Month on August 20th. A program was given on a variety of different topics that mothers encounter. Terrie said "New moms often don't realize the many benefits to breastfeeding for both mom and child." For mom, it lowers the risk of osteoporosis, ovarian, breast and uterine cancer. For babies, it lowers the risk of Sudden Infant Death and Upper and Lower Respiratory Viruses. Several mothers, grandmothers and children were in attendance. Each mom received various gifts including insulated carrying bags that state "Think Breastfeeding! Think WIC", Breastfeeding promotional items, and door prizes.



Below: Craighead Co. Celebration



Above: Mississippi Co LHU Display

Below L to R: Leisa Kennedy and prenatal clients Samantha Broyles and Brydgett Mankey



Jackson Cooking Class



Jackson County— Jackson County Wellness Coalition, Cooperative Extension Office, and Health Unit worked to offer a “Cooking and More” class taking place in Newport. The class offers education on meal planning, budgeting, and some basic cooking and sewing skills. Since the class’s initiation in January various topics have included couponing and other aspects of budgeting and how to grow plants and flowers. The most recent class instructed attendees how to prepare a healthy meal inexpensively. The class meets monthly on the third Tuesday of each month at the First United Methodist Church from 12:30 to 2:00pm.

L to R: Helen Bullard, Anissa Foushee, Nell Furrow, and Shirley Mann

Piggott iTunes Gift Card Winner

Clay County— The Clay County Health Unit received a good response when administering 158 flu vaccinations to both teachers and students at Piggott High School. Students receiving an immunization were entered for a chance to win a iTunes gift card. The winner was Austin Murray. The CDC recommends that everyone over 6 months should get the seasonal flu vaccine each year.



Remember the Three C’s Clean, Cover, and Contain!

Salem Elementary School



Wanda Koelling explains brushing

Fulton County-Wanda Koelling, LHUA and Jeff Jackson, Environmental Health Specialist went to Salem Elementary School for presentations on handwashing and brushing teeth. A total of 60 kids received a toothbrush, toothpaste and floss after the presentation. Washing your hands helps prevent the spread of colds, flue and other illnesses.

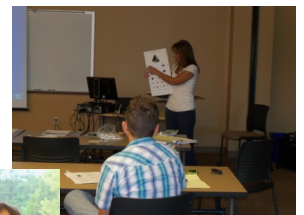


Jeff Jackson explains handwashing

Independence County- Marilyn Cone, Becky Lamb and Laura Cook partnered to provide Hearing, BMI and Vision presentations/trainings to nursing students. The participants received information on the harmful effects of tobacco, cell phone use, child passenger safety, ACT 811 and infant mortality which included TDAP, putting your baby on it's back to sleep, flu shots and secondhand smoke. Through evaluation, using a verbal pre and post test, an 100% increase in knowledge of Act 811 was shown after the presentations.

Left: Becky Lamb presents BMI screening, Middle: Marilyn Cone demonstrates hearing testing, Right: Laura Cook explains vision testing

Vision, Hearing, BMI for UACCB Students



Safety Baby Showers

SEARCY-SafeKids Coordinator has received a grant to host 5 safety baby showers for the public. We are partnering with SafeKids and Arkansas Children's Hospital to provide educators who will in turn provide education to new Moms and Dads regarding child safety. Topics include: Home safety (including fire and water); safe sleep; shaken baby syndrome; abusive head trauma; child passenger safety; poison control; and tobacco usage.



PIGGOTT– As a follow-up to Clay County's Safety Baby Shower, the Local Health Unit partnered with Paragould Police Dare Officers Jack Hailey and Brad Snyder to install child passenger safety seats received through a ADH Injury Prevention grant on August 10th.



BLYTHERVILLE– The first of two Safety Baby Showers held in Mississippi County was hosted by the Blytheville Health Unit in August. The Local Health Unit partnered with the Nursing Family Partnership and AHEC Northeast to provide participants with information Back to Sleep from Laura Cook, Breastfeeding from Terrie Bell, Nutrition from Trisha Echols, Home/Motor Vehicle Safety, & Tobacco from Kim McCray, and What to Do When Your Baby is Sick from Sandra Lusby.



JONESBORO- Craighead County Local Health Unit held a series of activities to decrease infant mortality including a safety baby shower, child passenger safety seat distribution, and a breastfeeding month celebration. During these events attendees received information on Back to Sleep from Laura Cook, Immunization from Marietha McGarity, Breastfeeding from Terri Bell, What to do When Your Baby is Sick from Sandra Lusby, Child Seat Safety from Paces, Inc. and Home/Motor Vehicle Safety, & Tobacco from Kim McCray.



WALNUT RIDGE-As a follow-up to Lawrence County's Safety Baby Shower, the Local Health Unit partnered with Lawrence Memorial Hospital Emergency Department Director Julie Foster to install child passenger safety seats received through a ADH Injury Prevention grant.

Motor vehicle crashes are the leading cause of death for people ages 1-34 (CDC)



Principals and Superintendents Meetings



Izard County- Marilyn Cone, CHNS and Treva Engelhardt, LHUA educated and presented information on school flu clinic, including ideas to increase flu participation, to Superintendents, Assistant Superintendents and Educational Cooperative staff.

Pictured Left: Marilyn Cone presents information at Superintendents meeting.



Izard County- Marilyn Cone educated principals on the Jason Flatt Act, an act requiring two hours of mandatory in-service professional development once every five years for licensed personnel in teen suicide awareness and prevention. She presented the "More than Sad" training program and distributed DVD sets to each school district in Sharp, Fulton, Cleburne, Izard, Independence, Baxter and Stone counties. Participants also received education on the "Gatekeeper" training program and ways to increase participation at school flu clinics.



Pictured Right: Marilyn Cone presents information at Principals meeting

September Preparedness Month



Nearly all communities may be impacted by numerous types of hazards. Knowing what to do before, during and after an emergency is a critical part of being prepared and may make all the difference when seconds count. Preparing a family communications plan or making an emergency supply kit are the same for accidental emergencies or natural disasters. To learn about the potential emergencies that can happen where you live and the correct ways to respond to them visit www.ready.gov. When you know what to do, you can plan with your household and prepare in advance. Before a disaster, learn how you will know there is an approaching hazardous event. Become acquainted with warning signs of events; know the local alerts and warnings and how you will receive them. Know about local emergency plans for shelter, evacuation and local emergency contacts to help you develop your household plan and aid you during a hazardous event.

2012 Governor's Council on Physical Fitness Leadership Award



L to R: Susi and Kristie

Independence County-The Independence Hometown Wellness Coalition has been awarded the 2012 Governor's Council on Physical Fitness Award for Outstanding Community. Susi Epperson, Grant Writer for the Coalition and Cedar Ridge School District was instrumental in the coalition receiving this award. Kristi Jenkins, Southside School, was awarded Physical Education Teacher of the Year.





Nettleton Wellness

Craighead County-Grace McElrath, Nettleton School District's Junior High School Principal, learns about new tobacco marketing techniques geared toward teens during the 7th Grade Orientation on Tuesday evening, August 14th. Kim McCray, PHE displayed educational pictures and literature concerning the dangers of tobacco and distributed Stamp Out Smoking materials to students and parents. Over 187 seventh graders attended the orientation with their siblings and parents. Kim displayed Stamp Out Smoking materials at the 2012 Nettleton Junior High School Open Houses which were attended by over 347 8th and 9th grade students in addition to their siblings and parents. It was an excellent turn-out in anticipation of the upcoming school year.



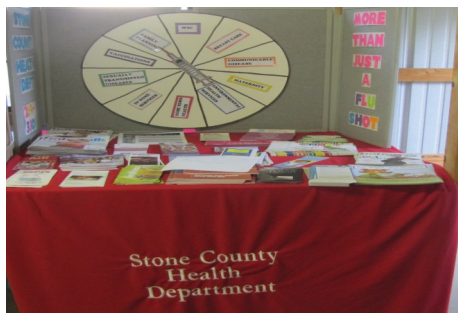
Kim has also been a presenter at Nettleton Staff Wellness Fairs, spoken to the Nettleton High School Street Law class on tobacco issues, and spoken to Nettleton's Family and Consumer Science Class about safe texting. She has also been a guest speaker concerning emerging tobacco products for the Nettleton District Wellness Committee. A comment often made is "I had no idea of that!"



During the academic year, "Lunch and Learns" for Nettleton faculty and staff at both the Junior and Senior High Schools were conducted to demonstrate the many emerging products and recent trends in tobacco use that adults need to be aware of in an effort to keep our youth tobacco-free.



Stone County Fair



Stone County— During the annual Stone County Fair, Pasty Pinkston, Volunteer Coordinator Area X Hospice, presented displays with Hospice and Local Health Unit Services Information.

Sharp County Incinerator



L to R: Sherriff Mark Counts, Detective Ken Guidry, and Deputy David Huffmaster

Sharp County-Quad Cities Rotary Club presented an incinerator to the Sharp County Sherriff's Department on September 18, 2012. The incinerator was purchased with funds from the Rotary Club along with funds raised by the Sherriff's Office and the Sharp County Hometown Health Coalition. "It's just exciting when you do a project like this where the community comes together and supports you with something like this," said Sharp County Sheriff Mark Counts.

Arkansas ranked #1 in prescription drug abuse by teens. (SAMHSA, 2007)

10.1% of Arkansas teens reported non-medical use of prescription drugs during their lifetime. (APNA, 2011)



10 Ways to Healthy Holidays

- Wash Your Hands Often
- Stay Warm
- Manage Stress
- Travel Safely
- Be Smoke-free
- Get Checkups and Vaccinations
- Watch the Kids
- Prevent Injuries
- Handle and Prepare Foods Safely
- Eat Healthy and Be Active



<http://www.cdc.gov/family/holiday/>



New Northern CHNS/CHPS Supervisor



Marilyn Cone
Northern
CHNS/CHPS Supervisor

It is with great pleasure we welcome Marilyn Cone to the Northern CHNS/CHPS Supervisor position. As a CHNS since 2004, Marilyn has worked tirelessly with schools and communities in the NE region to advance important issues such as teen pregnancy, tobacco prevention, nutrition and physical activity. She has also worked with Coordinated School Health Schools on policies and Independence County on its Communities Putting Prevention to Work grant. Marilyn also has previous supervisory experience In-Home Health and hospitals. Marilyn will be housed in White County-Beebe.



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